

INSTRUCTIONS FOR USE

Brochure: General Donate Blood

SIZE: 9.9 x 20.1cm (or fit 3 to A4 at 19.2 x 9.7cm)

PURPOSE: General information for potential donors

UPDATES REQUIRED

- 🔴 **DOWNLOAD REQUIRED FONT(S):**
Helvetica Neue Condensed Bold
 - 🔴 Check information is accurate and relevant to local systems, blood service standards and operational requirements
 - 🔴 Consider updating the brochure with who requires the most blood in your country (Reference: Your blood will be used to save the lives of:)
 - 🔴 Insert average blood donation volume (Reference: One blood donation of [INSERT]mL)
 - 🔴 Update contact details & add logos
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Before using these resources, please consider which materials are relevant and appropriate for your National Society's level of involvement in blood programs (Levels A, B or C). It is important to understand the risk management issues around appropriate use of Red Cross / Red Crescent logos and branding in government blood

Note. The use of these templates, and all associated documents referenced within, is at the user's own risk and the Global Advisory Panel (GAP) on Corporate Governance and Risk Management of Blood Services in Red Cross and Red Crescent Societies disclaims any liability for its use. It is at the user's sole discretion to adapt these to a more or less stringent format, subject to the user's own operational context and requirements, and it is strongly advised that comprehensive stakeholder collaboration between parties is conducted to validate the document is relevant and effective for local processes. In providing a copy of these templates, and all associated documents referenced within, GAP does not undertake to provide updates nor warrant its fitness for any purpose other than as a representation / sample of an operational agreement undertaken within the National Society's operational context. GAP disclaims any liability arising out of the use of these documents, and all associated documents referenced within, or any document derived from these materials.

GIVE BLOOD, SAVE LIVES

A SINGLE BLOOD DONATION
CAN SAVE UP TO 3 LIVES



WHY SHOULD I DONATE BLOOD?

There is no substitute for blood and it has a short expiry. Regular donation ensures blood will be available in an emergency situation, i.e. a road traffic accident

YOUR BLOOD WILL BE USED TO SAVE THE LIVES OF:

Children and pregnant women, mothers losing blood during childbirth, road accident victims, cancer patients, major surgery, anemia and thalassemia

WHAT SHOULD I EXPECT?

One blood donation of [INSERT]mL is quick and painless, and donors receive a refreshment at the end of donation.

FOR FURTHER INFORMATION CALL 123 456 789

